

IN THE CLAIMS:

1. (Currently Amended) A method in a data processing system for presenting information, the method comprising:
determining whether an advertisement is to be presented;
presenting the advertisement advertisements on at least one display device for at least one item on at least one display device in the data processing system, wherein the advertisement is automatically presented based on a scheduled time and duration, and wherein the advertisement is selected from a predetermined schedule of advertisements to be presented; and
responsive to a request from a mobile device for the advertisement for information about at least one item from a mobile device, transmitting the advertisement for information about the at least one item to the mobile device.
2. (Original) The method of claim 1, wherein the item is a product.
3. (Original) The method of claim 1, wherein the item is a service.
4. (Original) The method of claim 1, wherein the information is transmitted as an extensible markup language document.
5. (Original) The method of claim 1, wherein the request includes an establishment of a connection with the data processing system by the mobile device.
6. (Original) The method of claim 1, wherein the information includes a list of items and provides for further user action.
7. (Original) The method of claim 1, wherein the further user action includes at least one of initiating a transaction for an item, obtaining further information about the item, and obtaining information about another item.

8. (Canceled)

9. (Original) The method of claim 1, wherein the data processing system is connected to at least one remote data processing system, further comprising:
receiving new advertisements for presentation from the at least one remote data processing system.

10. (Original) The method of claim 7, wherein the data processing system is connected to at least one remote data processing system, further comprising:
forwarding the transaction initiated by the user to the at least one remote data processing system for processing.

11. (Original) The method of claim 7, wherein the data processing system is connected to at least one remote data processing system, further comprising:
retrieving the information about the at least one item from one or more remote data processing systems.

12. (Currently Amended) A method in a data processing system for presenting an advertisement, the data processing system comprising:
displaying initial information about an item on a display device, wherein the initial information is automatically displayed based on a scheduled time and duration, and wherein the initial information is selected from a predetermined schedule of information to be displayed;

receiving a request from a mobile device for additional information about the item, wherein the request is received from a wireless communication link between the data processing system and the mobile device; and

responsive to the request from the mobile device for the additional information about the item, sending the additional information to the mobile device.

13. (Original) The method of claim 12, wherein the request comprises an establishment of the wireless communications link between the data processing system and the mobile device.
14. (Original) The method of claim 12, wherein the request is a selection of the item from a list of items by a user at the mobile device.
15. (Original) The method of claim 12, wherein the additional information is sent in the form of an extensible markup language document.
16. (Original) The method of claim 12, wherein the additional information prompts a user at the mobile device to input an action.
17. (Original) The method of claim 12, wherein the additional information includes selected information based on a profile associated with the mobile device.
18. (Original) The method of claim 17, wherein the profile includes demographic information about a user.
19. (Original) The method of claim 12, wherein the additional information includes a selected amount of detail about the item based on a mobile device type.
20. (Original) The method of claim 12, wherein the item is at least one of a service and a good.
21. (Original) The method of claim 12, wherein the sending step comprises:
requesting approval to send the additional information; and
sending the additional information in response to receiving the approval.
22. (Original) The method of claim 12 further comprising:
means for collecting information about the mobile device.

23. (Original) The method of claim 12, wherein the sending step comprises multicasting the additional information to each mobile device approving sending of the additional information.

24. (Original) The method of claim 12 further comprising:
receiving new information for presentation on the display device from another data processing system.

25. (Original) The method of claim 12, wherein the request is a first request and further comprising:
executing a transaction involving the item in response to receiving a second request, wherein the second request is for a transaction.

26. (Original) The method of claim 25, wherein the executing step comprises:
sending transaction information to the mobile device in response to receiving the second request;
effecting the transaction in response to receiving a response to the transaction information from the mobile device; and
sending confirmation information to the mobile device after the transaction has been completed.

27. (Original) The method of claim 25, wherein the data processing system is connected to at least one remote data processing system and the said transaction is executed by the at least one remote data processing system.

28. (Currently Amended) A data processing system comprising:
a bus system;
a wireless communications unit connected to the bus, wherein data is sent and received using the wireless communications unit;

a display device connected to the bus system, wherein information is presented on the display device;

a memory connected to the bus system, wherein a set of instructions are located in the memory; and

a processor unit connected to the bus system, wherein the processor unit executes the set of instructions to present advertisements for items on a display device in the data processing system, wherein the advertisement is automatically presented based on a scheduled time and duration, and wherein the advertisement is selected from a predetermined schedule of advertisements to be presented and transmit the information about at least one item to a mobile device in response to a request for information about the item from the mobile device.

29. (Original) The data processing system of claim 28, wherein the bus system includes a primary bus and a secondary bus.

30. (Original) The data processing system of claim 28, wherein the processor unit includes a single processor.

31. (Original) The data processing system of claim 28, wherein the processor unit includes a plurality of processors.

32. (Original) The data processing system claim 28, wherein the communications unit is an Ethernet adapter.

33. (Currently Amended) A data processing system comprising:

a bus system;

a wireless communications unit connected to the bus, wherein data is sent and received using the wireless communications unit;

a display device connected to the bus system, wherein information is presented on the display device;

a memory connected to the bus system, wherein a set of instructions are located in the memory; and

a processor unit connected to the bus system, wherein the processor unit executes the set of instructions to display initial information about an item on a display device, wherein the initial information is automatically displayed based on a scheduled time and duration, and wherein the initial information is selected from a predetermined schedule of information to be displayed; receive a request from a mobile device for additional information about the item, wherein the request is received from a wireless communication link between the data processing system and the mobile device; and send the additional information to the mobile device in response to the request from the mobile device for the additional information about the item.

34. (Currently Amended) A data processing system for presenting information, the data processing system comprising:

determining means for determining whether an advertisement is to be presented;

presenting means for presenting the advertisement advertisements on at least one display device for at least one item items on at least one display device in the data processing system, wherein the advertisement is automatically presented based on a scheduled time and duration, and wherein the advertisement is selected from a predetermined schedule of advertisements to be presented; and

transmitting means, responsive to a request from a mobile device for the advertisement for at least one item, for transmitting the advertisement for the information about at least one item to the a mobile device in response to a request for information about the at least one item from the mobile device.

35. (Original) The data processing system of claim 34, wherein the item is a product.

36. (Original) The data processing system of claim 34, wherein the item is a service.

37. (Original) The data processing system of claim 34, wherein the information is transmitted as an extensible markup language document.

38. (Original) The data processing system of claim 34, wherein the request is an establishment of a connection with the data processing system by the mobile device.
39. (Original) The data processing system of claim 34, wherein the information a list of items and provides for further user action.
40. (Original) The data processing system of claim 34, wherein the further user action includes at least one of initiating a transaction for an item, obtaining further information about the item, and obtaining information about another item.
41. (Canceled)
42. (Original) The data processing system of claim 34 further comprising:
receiving means for receiving new advertisements for presentation from a remote data processing system.
43. (Original) The data processing system of claim 40, wherein the data processing system is connected to at least one remote data processing system, further comprising:
forwarding means for forwarding the transaction initiated by the user to the at least one remote data processing system for processing.
44. (Original) The data processing system of claim 40, wherein the data processing system is connected to at least one remote data processing system, further comprising:
retrieving means for retrieving the information about the at least one item from one or more remote data processing systems.
45. (Currently Amended) A data processing system for presenting an advertisement, the data processing system comprising:

displaying means for displaying initial information about an item on a display device, wherein the initial information is automatically displayed based on a scheduled time and duration, and wherein the initial information is selected from a predetermined schedule of information to be displayed; and

receiving means for receiving a request from a mobile device for additional information about the item, wherein the request is received from a wireless communication link between the data processing system and the mobile device; and

sending means for sending the additional information to the mobile device in response to the request from the mobile device for the additional information about the item.

46. (Original) The data processing system of claim 45, wherein the request comprises an establishment of the wireless communications link between the data processing system and the mobile device.

47. (Original) The data processing system of claim 45, wherein the request is a selection of the item from a list of items by a user at the mobile device.

48. (Original) The data processing system of claim 45, wherein the additional information is sent in the form of a markup language document.

49. (Original) The data processing system of claim 45, wherein the additional information prompts a user at the mobile device to input an action.

50. (Original) The data processing system of claim 45, wherein the additional information includes selected information based on a profile associated with the mobile device.

51. (Original) The data processing system of claim 50, wherein the profile includes demographic information about a user.

52. (Original) The data processing system of claim 45, wherein the additional information includes a selected amount of detail about the item based on a mobile device type.

53. (Original) The data processing system of claim 45, wherein the item is at least one of a service and a good.

54. (Original) The data processing system of claim 47, wherein the sending means comprises:
requesting means for requesting approval to send the additional information; and
means for sending the additional information in response to receiving the approval.

55. (Original) The data processing system of claim 45 further comprising:
collecting means for collecting information about the mobile device.

56. (Original) The data processing system of claim 47, wherein the sending means comprises multicasting means for multicasting the additional information to each mobile device approving sending of the additional information.

57. (Original) The data processing system of claim 45 further comprising:
receiving means for receiving new information for presentation on the display device from another data processing system.

58. (Original) The data processing system of claim 45, wherein the request is a first request and further comprising:
executing means for executing a transaction involving the item in response to receiving a second request, wherein the second request is for a transaction.

59. (Original) The data processing system of claim 58, wherein the executing means comprises:

first sending means for sending transaction information to the mobile device in response to receiving the second request;

effecting means for effecting the transaction in response to receiving a response to the transaction information from the mobile device; and

second sending means for sending confirmation information to the mobile device after the transaction has been completed.

60. (Original) The data processing system of claim 58, wherein the data processing system is connected to at least one remote data processing system and the transaction is executed by the at least one remote data processing system.

61. (Currently Amended) A computer program product in a computer readable medium for presenting information in a data processing system, the computer program product comprising:

first instructions for determining whether an advertisement is to be presented;

second first instructions for presenting the advertisement advertisements on at least one display device for at least one item items on a display device in the data processing system, wherein the advertisement is automatically presented based on a scheduled time and duration, and wherein the advertisement is selected from a predetermined schedule of advertisements to be presented; and

third second instructions, responsive to a request from a mobile device for the advertisement for information about the at least one item from a mobile device, for transmitting the advertisement for information about the at least one item to the mobile device.

62. (Currently Amended) A computer program product in a computer readable medium for presenting an advertisement in a data processing system, the computer program product comprising:

first instructions for displaying initial information about an item on a display device, wherein the initial information is automatically displayed based on a scheduled

time and duration, and wherein the initial information is selected from a predetermined schedule of information to be displayed:

second instructions for receiving a request from a mobile device for additional information about the item, wherein the request is received from a wireless communication link between the data processing system and the mobile device; and

third instructions, responsive to the request from the mobile device for the additional information about the item, for sending the additional information to the mobile device.